

1. How do I withdraw shares held in my Plan account?

You may request the Plan Administrator to withdraw some or all of the shares held in your Plan account by doing any of the following:

- Call the toll-free telephone number supplied in this booklet to access the Administrator's automated telephone system.
- Complete and sign the **tear-off portion** of your account statement or confirmation and mail the instructions to the Plan Administrator.

The Plan Administrator will send your shares to your broker in the exact registration shown on your Plan statement. There is no charge for this service.

2. How do I transfer shares to another person?

Transfers may be made in book-entry form. You can transfer to a person who already has a Plan account, or you can set up a new Plan account if the person does not have one.

To perform the transfer, send a written letter of instruction to the Plan Administrator setting forth the full registration name and address of the new participant, as well as the social security number of the new participant. The letter should indicate the number of shares which should be transferred to the new participant. All individuals listed in the account registration must sign the instructions.

The signatures must be guaranteed by a bank, broker or financial institution that is a member of a Medallion Signature Guarantee Program.

3. How do I sell shares held in my account?

You may instruct the Plan Administrator to sell shares held in your Plan account by doing any of the following:

- Access the Plan Administrator's website at www.amstock.com. Select "Shareholder Account Access." You will be prompted to enter your ten digit account number (provided to you on your account statement) and your social security number (or PIN number, if you do not have a social security number). From the left toolbar, select "Sell D/R Shares."
- Call the toll-free telephone number supplied in this booklet to access the Administrator's automated telephone system.
- Complete and sign the **tear-off portion** of your account statement and mail the instructions to the Plan Administrator.

If there is more than one individual owner on the Plan account, all participants must authorize the transaction and sign the instruction.

The Plan Administrator combines all requests to sell shares and then sells the total share amount on the open market through a broker. Sales will be made daily. The Plan Administrator may, at its discretion, sell shares less frequently (but no later than five trading days after receipt) if the total number of shares to be sold is not sufficient. The selling price will not be known until the sale is completed. Participants should be aware that the price may fluctuate during the period between a request for sale, its receipt by the Plan Administrator, and the ultimate sale on the open market. Instructions sent to the Plan Administrator may not be rescinded.

The proceeds of the sale, less an administrative fee of \$15.00 and commission of \$.10 per share, will be sent to you by check along with a Form 1099-B for income tax purposes (generally within four days following the sale).

4. How do I close my account?

You may close your account by directing the Plan Administrator to sell all of the shares in your account. You may submit a signed written instruction to the Plan Administrator, complete the **tear-off stub** from your account statement or other Administrator-provided document, or you may utilize the Plan Administrator's website. Follow the sales procedure outlined in #3 above, making certain to elect the sale of all Plan shares.

Alternatively, you may elect to have your shares delivered to your broker. We will deliver shares held in your Plan account.

TECHNICAL PLAN INFORMATION

Any shares distributed on stock held by the Plan Administrator for the participant in the Plan will be credited directly into the participant's account. Plan participants may vote all shares (full and fractional) held in their Plan account.

The Plan Administrator will not be liable for any act performed in good faith or for any good faith omission to act, including, without limitation, any claim of liability arising out of failure to close a participant's account or sell stock held in the Plan, with respect to the prices at which stock is sold for the participant's account and the time such sales are made.

If at any time the total number of shares in the participant's account is less than (1) share, any remaining fraction may be sold and the account closed. See above Section on the sale of shares for applicable fees associated with the sale of shares.

The Plan Administrator reserves the right to modify the terms of the Plan, including applicable fees, or to terminate the Plan at any time. In addition, the Plan Administrator reserves the right to interpret and regulate the Plan as it deems necessary or desirable in connection with its operation.

The Plan is not for use by institutional investors or financial intermediaries. The Plan shall be governed by and construed in accordance with the laws of the State of New York. Participation in the Plan, via any of the means outlined in this booklet, shall constitute an offer by the participant to establish an agency relationship with the Plan Administrator and be governed by the terms and conditions of the Program.

Neither Broadridge Financial Solutions, Inc. nor the Plan Administrator provide any advice, make any recommendations, or offer any opinion with respect to whether or not you should sell shares or otherwise participate under the Plan. You must make independent investment decisions based on your own judgment and research. **The shares held in Plan accounts are not subject to protection under the Securities Investor Protection Act of 1970.**

Broadridge Financial Solutions, Inc. common stock trades on the New York Stock Exchange under the symbol (BR).

TO CONTACT THE PLAN ADMINISTRATOR:

American Stock Transfer & Trust Company
P.O. Box 922,
Wall Street Station
New York, NY 10269-0560

Telephone 1-866-703-9065 (toll free)
Internet: www.amstock.com

BROADRIDGE FINANCIAL SOLUTIONS, INC. INVESTORS CHOICE DIRECT SHARE SALE PLAN

Sponsored and Administered by
American Stock Transfer & Trust Company
Not By
Broadridge Financial Solutions, Inc. ("BR")

Broadridge Financial Solutions, Inc.
Investors Choice offers you the ability to:

- Sell or transfer shares held in your Plan account.
- Withdraw some or all of your shares.

Plan Purpose

American Stock Transfer & Trust Company (the "Plan Administrator") has established an Investors Choice Direct Share Sale Plan (the "Plan") for the convenience of shareholders in Broadridge Financial Solutions, Inc. Common Stock. The Plan Administrator will administer the Plan, for you under the Plan, keep records, send statements of account activity and perform other duties related to the Plan.

Summary of Fees

Investors are responsible for the fees described in this booklet.

Sale/Termination \$15.00

Commission \$.10¢ per share

Please read this booklet in full as this segment is a summary and does not contain all applicable information.